DIGITAL STUDIO

Product Innovation and Delivery

Online Business Systems Digital Studio uses design thinking and agile prodcut development techniques to develop digital software products for Clients across North America, and EMEA (Europe, Middle East & Africa).

Transforming your enterprises' products and services in the digital age requires a lot more than shifting delivery channels from print to mobile, or in-store to online.

You'll need bottom-up alignment to the organizational goals; innovative thinking; continual insight into current and evolving technologies; and product delivery excellence that can meet modern users' high expectations.

online

Making the Change

How we create meaningful
change in people and products:
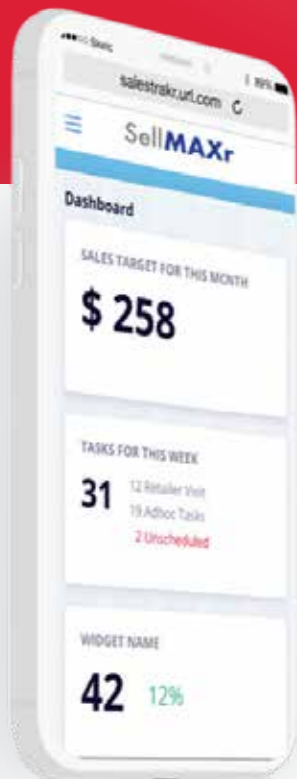
01 Discover

02 Strategize

03 Apply

04 Support

+01 Discover

We start by ensuring cross-functional team alignment around the organization's mission, vision and values and get a clear understanding of stakeholder expectations, discovering requirements with user research and accountability through actionable success metrics.

Lottery and Gaming Distributor

As one of the world's leading instant ticket printing firms – our client found themselves under pressure from generational gaps in their market due to the emerging digital landscape. With the help of our strategic digital transformation consultants they have started the process of digital transformation through the creation of a multi-year product development roadmap.

One of the first Digital Transformation projects they chose to undertake was a frontline sales tool used by lottery customers and third-party sales representa tives to improve product placement in-store and expedite the product reordering process, all while on a location visit with a vendor. Through comprehensive requirements gathering and in-the- eld interviews, our Digital Studio UX Research team completed a multi-user, end-to-end journey mapping and proto typing exercise that helped validate the value proposition.

// FRONT LINE SALES TOOL

Digital Transformation Consulting

Strategize

We'll work with your team to establish a vision for the product that's directly tied to the organization's goals and user expectations.

Using proven problem-solving frameworks and rapid-prototyping experiments we'll help you validate concepts and confidently develop a product roadmap.

// CASE STUDY

White-label Loyalty Platform

An international client that traditionally sells B-to-B print-based products for redistribution were undergoing a company-wide digital transformation and looking to move into digital loyalty platform development as one of their new product offerings. Since this was their first B-to-C product undertaking, they wanted to ensure they were applying best-practices in User Experience Design, so they hired Online Business Systems to create a digital design strategy for their in-house developers to implement. While their initial understanding of UX practices mostly involved output of the visual assets— after our project kick-off meeting, the value and need for internal team alignment, as well as feature validation was clear. After working with them through several problem-framing exercises, user research, and a Design Sprint—our UX team helped them validate a concept with real users and form a clear picture of the product roadmap. We gained valuable alignment across all departments which allowed their development team to confidently move forward with a clear direction and purpose.

We've continued to support this client in the implementation phase, developing their design system for the project and supporting their internal development team with our own visual designers, developers, project managers, architects, and business analysts.

The client is now successfully selling their platform—with state-wide organizations in Connecticut, Ohio, and North Carolina, currently using the product—and several more in their sales pipeline looking to use it in the coming months.
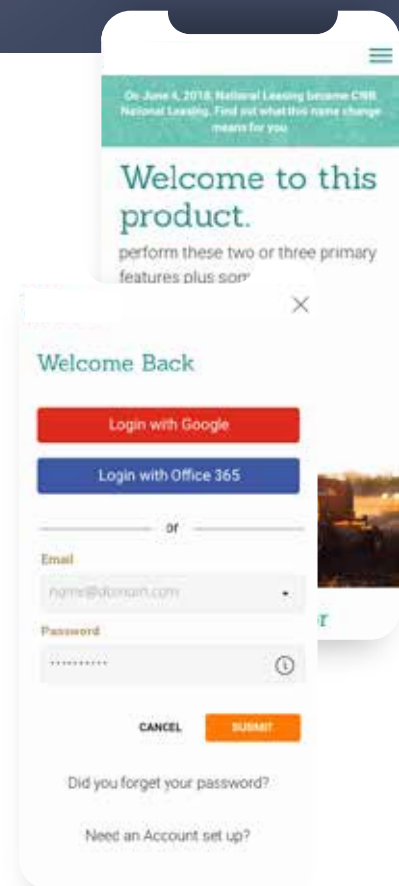
// DIGITAL LOYALTY PLATFORM

+03

Apply

With over 35 years of software design and development expertise and more than 350 professionals—we provide expertise in everything from dev-ops and software architecture to design systems and code implementation.

We can deploy complete, cross-functional, Agile teams or fill key roles, and ensure the strategies we develop are seamlessly applied.
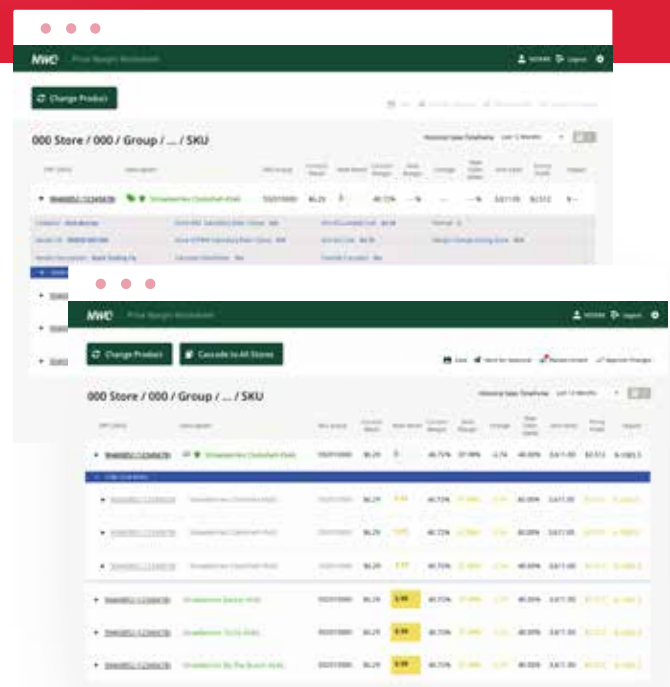
International Grocer

A multinational grocery and retail client operating hundreds of locations world-wide engaged Online Business Systems to provide an Agile team to develop a series of proprietary software tools. These applications would help them update their pre-existing technologies and significantly improve daily operations, reduce costly human error and increase employee experiences and moral. We were specifically sought out for experience in Agile principles and Scrum.

Spanning several projects over a multi-year period, our imbedded team (consisting of Project Managers, Business Analysts, UX Designers / Researchers, Software Architects, Java Developers, and Quality Assurance) helped our client create uniquely suited software that helped them efficiently calculate required margins across multiple regions, a product promotion management tool, special-shipping logistics software and others...

The outcomes for this client are projected savings in the millions of dollars over the next 2 to 3 years.

// INTERNATIONAL GROCER - PRODUCT PROMOTION MANAGEMENT TOOL

Support

We provide ongoing coaching, recruitment, and training, as well as long-term product management and on-demand analytics support—so the products we help you develop continue to evolve and thrive in a rapidly changing digital landscape.
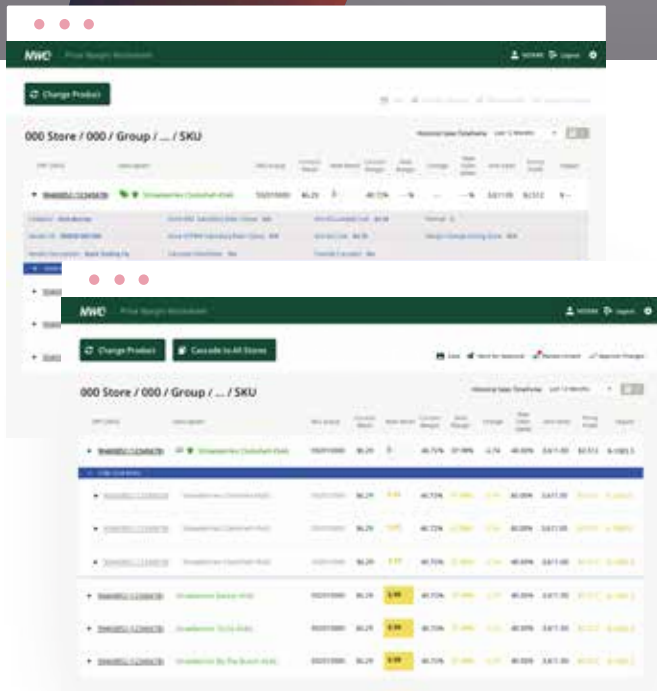
// INTERNATIONAL GROCER - PRODUCT PROMOTION MANAGEMENT TOOL

// CASE STUDY

International Grocer

With head-offices in Winnipeg but operating hundreds of stores in remote locations, a multinational grocery and retail client engaged Online Business Systems to provide an Agile team to develop a series of proprietary software tools. These applications would help them update their pre-existing technologies and significantly improve daily operations and employee experiences—saving our client millions of dollars over the next 3 to 5 years. We also provided training, introducing our client to Agile principles and Scum.

Spanning multiple projects over a multi-year period, our imbedded team (consisting of Project Managers, Business Analysts, UX Designers and Researchers, Software Architects, Java Developers, and Quality Assurance) helped our client create uniquely suited software that helped them efficiently calculate and implement a margin-based pricing across multiple regions, a promotion management tool, as well as special shipping and logistics software.

online
business systems